Rubric for Infographic Project

Organization and Flow:

The layout of the images and text of the infographic guides the reader through the information without a need to backtrack or search for relevant details.

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Use of Visual Representations:

The visual representations in the infographic make sense and serve to enhance the clarity of the topic.

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Design and Color:

The infographic incorporates design principles such as layering of information and efficiency of communication. In other words, you want to communicate the necessary information a simple yet engaging way.

The color selections make use of color theory to create a consistent palette for the infographic. Color is to emphasize important points or certain pieces of information.

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Accuracy and Clarity of Information:

The information presented is accurate and serves to further the audience’s knowledge of the subject matter. The language and visuals used serve to teach the reader about the material in a clear and cogent manner.

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Citations:

The infographic contains a “Works Cites” section that lists the sources used in APA style. All images are attributed to their creators (as appropriate) under the Creative Commons license.

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